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Autore	Lanz Kate
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Nota di contenuto	Chapter 1 Brain Sex and Biological Sex -- Chapter 2 Conditions for Optimal Brain Function -- Chapter 3 Survive, Thrive and Flow -- Chapter 4 Brain-Sex Based Attention and Communication -- Chapter 5 Power, Politics and Pressure -- Chapter 6 Problem Solvers and Solution Seekers - the Difference between Intra- Compared with Inter- Neural Connectivity -- Chapter 7 The Beginnings of a New Motivational Theory, from the Engendered Brain -- Chapter 8 The Business Case for Valuing Brain Sex Difference -- Chapter 9 How to Ignite All the Brains

in the Business -- Chapter 10 Exhaustion, Energy and Excellence - The Male-Female Differences -- Chapter 11 Creating the Mind of the Organisation -- Chapter 12 The New Organisational Paradigm.

Sommario/riassunto

The power of gender difference, not gender equality, is a secret source for success. Some smart businesses are starting to wake up to this fact. This book explores why and how. Properly valuing brain gender diversity in the workplace is one of the biggest and largely untapped sources of competitive advantage for modern businesses. Recent advances in neuroscience provide the key to unlocking it. Modern research shows that there are gender-based differences in the brain - it's just not as simple as a binary between a 'male brain' and 'female brain'. In fact, our brains are like a mosaic where many of the tiles are available in thousands of shades on a spectrum between pink and blue. The problem is that our workplaces tend to be governed by structures, processes and cultures that are practically pure blue. All the brains in the business that are elsewhere on the spectrum cannot thrive as they might, so sources of productivity, creativity and agility go untapped. Anyone who manages people needs to understand how the brain works and the impact it has on how people work together as teams. Anyone who wants to unlock the talent and productivity of all of their people needs to understand how recent findings around male- and female-type brains should shape the way they manage. Leading applied neuroscientists and international corporate coaches Kate Lanz and Paul Brown show you why and how to access all the brains in your business.
